

Rep Order# 8878959 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 37543

Printed: 10/10/2012 12:36 PM
Last Received: 10/10/2012 11:12 AM
Showing Buylines: All Lines

1 of 6

Station KLAS-TV LAS VEGAS
Advertiser () PRIORITIES USA ACTIO
Product Issue
Estimate# 1564
Buyer CASEY BASSETTE
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA
1322 G ST, SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1564
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK
TOTAL - \$49,850
PLEASE CONFIRM

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	W	500A-600A	8-NOW 5AM	:30	\$1,200.00	10/10-10/10	1	1	1	\$1,200.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*2	TH	500A-600A	8-NOW 5AM	:30	\$1,200.00	10/11-10/11	1	1	1	\$1,200.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*3	F	500A-600A	8-NOW 5AM	:30	\$1,200.00	10/12-10/12	1	1	1	\$1,200.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*4	TU	600A-700A	8-NOW 6AM	:30	\$1,400.00	10/09-10/09	1	1	1	\$1,400.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*5	TH	600A-700A	8-NOW 6AM	:30	\$1,200.00	10/11-10/11	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*6	F	600A-700A	8-NOW 6AM	:30	\$1,400.00	10/12-10/12	1	1	1	\$1,400.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*7	M	600A-700A	8-NOW 6AM	:30	\$1,400.00	10/15-10/15	1	1	1	\$1,400.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*8	TU	700A-900A	CBS THS MRNG-2<	:30	\$1,400.00	10/09-10/09	1	1	1	\$1,400.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*9	W	700A-900A	CBS THS MRNG-2<	:30	\$1,400.00	10/10-10/10	1	1	1	\$1,400.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*10	TH	700A-900A	CBS THS MRNG-2<	:30	\$1,000.00	10/11-10/11	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*11	M	700A-900A	CBS THS MRNG-2<	:30	\$1,400.00	10/15-10/15	1	1	1	\$1,400.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*12	TU	900A-1000A	LIVE WTH KELLY	:30	\$1,200.00	10/09-10/09	1	1	1	\$1,200.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*13	TH	900A-1000A	LIVE WTH KELLY	:30	\$1,200.00	10/11-10/11	1	1	1	\$1,200.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*14	TU	1200P-1230P	8-NOW NOON	:30	\$1,300.00	10/09-10/09	1	1	1	\$1,300.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*15	TH	1200P-1230P	8-NOW NOON	:30	\$1,300.00	10/11-10/11	1	1	1	\$1,300.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*16	M	1200P-1230P	8-NOW NOON	:30	\$1,300.00	10/15-10/15	1	1	1	\$1,300.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*17	F	1230P-200P	BOLD & BEAUTIFUL/DEAL	:30	\$1,350.00	10/12-10/12	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	18	TU	300P-400P	ELLEN	:30	\$1,600.00	10/09-10/09	1	1	1	\$1,600.00	
	19	TH	300P-400P	ELLEN	:30	\$1,600.00	10/11-10/11	1	1	1	\$1,600.00	
	20	W	400P-500P	8-NOW 4PM/8-NOW 430PM	:30	\$1,600.00	10/10-10/10	1	1	1	\$1,600.00	
	21	M	400P-500P	8-NOW 4PM/8-NOW 430PM	:30	\$1,600.00	10/15-10/15	1	1	1	\$1,600.00	
	22	TH	500P-630P	NEWS	:30	\$1,700.00	10/11-10/11	1	1	1	\$1,700.00	
	23	F	500P-630P	NEWS	:30	\$1,700.00	10/12-10/12	1	1	1	\$1,700.00	
	*24	F	630P-700P	INSIDE EDITION	:30	\$3,500.00	10/12-10/12	1	1	1	\$3,500.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*25	M	630P-700P	INSIDE EDITION	:30	\$3,500.00	10/15-10/15	1	1	1	\$3,500.00	
			Sales Remark:	V3 .								
			V3 Comment	Changed, Rate Changed								
	*26	W	700P-800P	ENT TONIGHT 30/INSIDER	:30	\$3,000.00	10/10-10/10	0	0	0	\$0.00	
			Sales Remark:	V3 .								
			V3 Comment	Changed, Spots/week Changed								
	*27	F	700P-800P	ENT TONIGHT 30/INSIDER	:30	\$3,500.00	10/12-10/12	1	1	1	\$3,500.00	
			Sales Remark:	V3 .								
			V3 Comment	Changed, Rate Changed								
	*28	W	1135P-1235A	D LETTRMAN-CBS<	:30	\$1,200.00	10/10-10/10	1	1	1	\$1,200.00	
			Sales Remark:	V3 .								
			V3 Comment	Changed, Rate Changed								
	*29	F	1135P-1235A	D LETTRMAN-CBS<	:30	\$1,200.00	10/12-10/12	1	1	1	\$1,200.00	
			Sales Remark:	V3 .								
			V3 Comment	Changed, Rate Changed								
	*30	M	1135P-1235A	D LETTRMAN-CBS<	:30	\$1,200.00	10/15-10/15	1	1	1	\$1,200.00	
			Sales Remark:	V3 .								
			V3 Comment	Changed, Rate Changed								
	*31	W	1235A-135A	LT-FERGUSN-CBS<	:30	\$600.00	10/10-10/10	1	1	1	\$600.00	
			Sales Remark:	V3 .								
			V3 Comment	Changed, Rate Changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*32	F	1235A-135A	LT-FERGUSN-CBS<	:30	\$600.00	10/12-10/12	1	1	1	\$600.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*33	M	1235A-135A	LT-FERGUSN-CBS<	:30	\$600.00	10/15-10/15	1	1	1	\$600.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*34	W	135A-235A	ELECTRIC PLAYGROUND/ET	:30	\$100.00	10/10-10/10	1	1	1	\$100.00	
				Sales Remark: V3 .								
				V3 Program Name Change, Comment Changed								
	*35	F	135A-235A	ELETRIC PLAYGROUND/ET	:30	\$100.00	10/12-10/12	1	1	1	\$100.00	
				Sales Remark: V3 .								
				V3 Program Name Change, Comment Changed								
	*36	SA	530P-600P	POLITICS NOW	:30	\$1,500.00	10/13-10/13	1	1	1	\$1,500.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	37	SA	700P-80CP	ENT TONIGHT 60	:30	\$600.00	10/13-10/13	1	1	1	\$600.00	
	*38	SU	1100P-1135P	NEWS	:30	\$1,500.00	10/14-10/14	1	1	1	\$1,500.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*39	SA	1235A-135A	DAVINCI'S INQUEST	:30	\$200.00	10/13-10/13	1	1	1	\$200.00	
				Sales Remark: V3 .								
				V3 Program Name Change, Comment Changed								
	40	SU	600A-630A	8-NOW SU MR1	:30	\$700.00	10/14-10/14	1	1	1	\$700.00	

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*41	SU	300P-40CP	STORM STORIES	:30	\$450.00	10/14-10/14	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*42	SU	500P-70CP	INSIDE EDITION	:30	\$900.00	10/14-10/14	1	1	1	\$900.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*43	TU-F	400A-459A		:30	\$250.00	10/09-10/12	1	1	1	\$250.00	
				Buyline Comment: NEWS								
				V3 Added								

—REPORT TOTALS—

Report Totals: 38 / \$49,850.00

—SALES MONTHLY TOTALS—

Oct 12: 38 / \$49,850.00
Sales Totals: 38 / \$49,850.00
Station Totals: 38 / \$49,850.00
Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$166,167	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11
Demos RA35+